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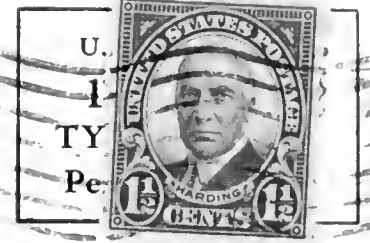
109 KINDS OF
Pecans :- Fruits :- Roses

GROWN BY

ARP NURSERY COMPANY

TYLER, TEXAS

The Home of Better Rooted Trees



U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
 Fruit and Vegetable Crops and Diseases
 W. R. M.

GPO 8-3591

The
PROFESSOR
Says



||

STREAMLINE
YOUR FARM *with*
Better Rooted Trees //

Last year Arp Nursery Company paid lots of money to print a real nice colored catalog. Arp had grown a tree that year that was sure a dandy, and you'd think somebody would have bought it. But they didn't, and that's why nurserymen wear the seat of their britches a little thinner than most folks.

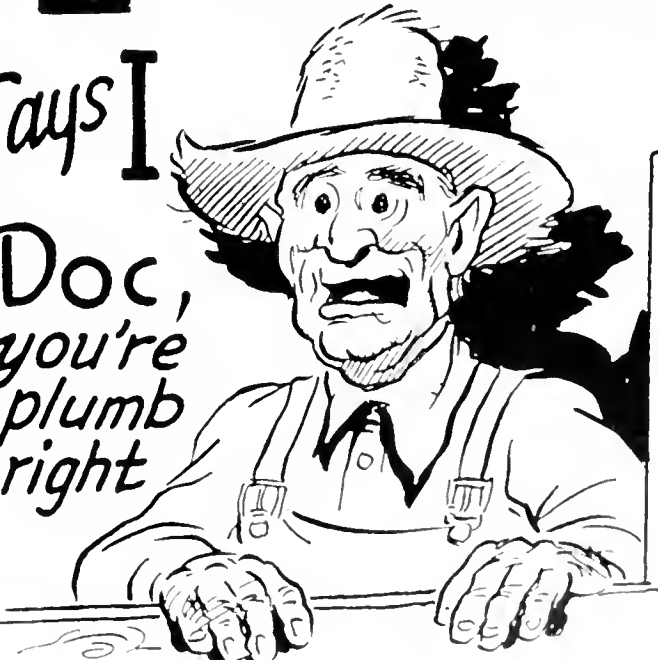
So this year Arp Nursery grew another tree and had this folder printed, and we stand to lose a lot of money if you don't buy that tree. The line forms on the left and the first order gets the tree.

Just turn the page, here, and pick out the kind of fruit trees or pecan trees or rose bushes that grow best where you live. If you don't know, the County Agents and the Experiment Stations and we, too, are all out to help you. Then you can make out your list and send it to us, Box 867, Tyler, Texas. Tell us when you want to set out your trees or roses and we'll ship them promptly, all postage or express paid. All you have to do is send the money. And don't forget the money, because that sure is important.

You folks who have planted orchards and gardens know that a tree with lots of good roots will feed better from the soil and grow faster than one without good roots. Arp Nursery Company stock naturally grows full root systems. The trees you buy will not only have long tap roots that get down and find water, but they also have a complete network of lateral or feeder roots. These help a tree get started, and the chances for a well-rooted tree dying, after proper setting, are very small.

Last week we talked with a fellow who set out an orchard of 500 Arp-grown fruit trees last spring. He was mad, oh, was he mad! Only 499 of those trees lived.

|| **I** *told the*
PROFESSOR,
Says I
Doc,
you're
plumb
right



ARP GROWN TREES
are better rooted
and they
LIVE, GROW and PRODUCE //

ARP NURSERY CO. reveals for the first time **THE SECRET** to **SUCCESS** in the **NURSERY!**

Competitors Scooped by Sensational News Pictures

Here, on this page, Ladies and Gentlemen, you find the down-to-earth facts that explain the success of Arp Nursery Company. For the first time in nursery history these trade secrets are pictured to the public in their true light.

1. Wide planting of the best seed. Seed Conditioned for successful planting. Close attention to season for planting.
2. Cultivation and unfailing care of growing stock, using every practical means to assist nature.
3. Digging when fully mature, particular to recover full root system, careful to protect against drying sun and wind.
4. Packing without breakage, insuring delivery of live trees and plants in good condition.
5. Shipping what you order when it is ordered, by direct route, prepaid. Guaranteeing satisfaction on delivery, backing all business with financial reliability and 35 years of nursery experience.

① *Scientifically* **PLANTED**



② *Carefully* **CULTIVATED**



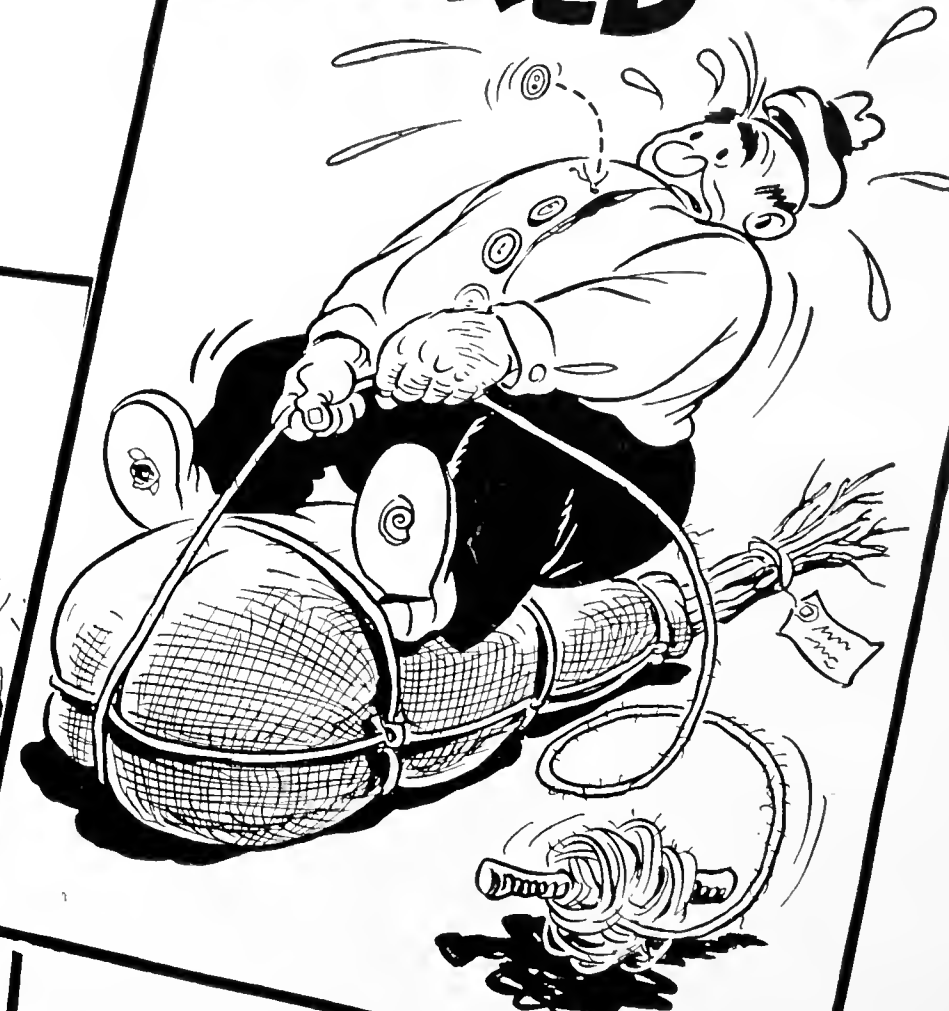
③ *Properly* **DUG**



⑤ *Promptly* **DELIVERED**



④ *Expertly* **PACKED**



PAPER SHELL PECANS

EASTERN VARIETIES

STUART
The Stuart is the leading pecan, being suited to more sections of the country than any other variety. The nuts are large to very large, usually well filled, medium to heavy bearers.

SUCCESS
The Success is a first class pecan. Nuts are large to medium, thin shell cracks well. The kernel is plump and heavy, excellent flavor; strong growing tree; early bearer.

WESTERN VARIETIES

BURKETT
One of the favorites of West Texas. Trees very healthy and regular bearers, medium size nuts, well filled and good flavor.

TEXAS PROLIFIC
Nuts large, shell of medium thickness, kernel plump, rich and sweet. It is a heavy and early producer; trees healthy and fast growers.

DELMAS
Nuts large, shell moderately thin, kernel plump, heavy bearer. Tree is vigorous with beautiful foliage.

SCHLEY
Very thin shell nut, large, plump kernel, fine flavor; rapidly growing tree. Nuts sell for highest market price, but not quite so prolific as some of the other varieties. However, the Schley is an ideal pecan, and its quality makes up for its shy bearing.

WESTERN SCHLEY

Large, long fruit, suitable in higher and drier localities than Eastern Schley.

HALBERT
One of the most prolific of all varieties, very early bearer, medium size nut, very thin shell, excellent flavor. Young trees are willowy in appearance but become straight as they grow older. Nuts ripen early.

PRICE LIST OF PAPER SHELL PECAN TREES

Size of Trees	Price Each	10 to 49 Trees	50 to 99 Trees	100 to 499 Trees
2 to 3 feet	\$.75	\$.65	\$.60	\$.50
3 to 4 feet	.80	.70	.65	.55
4 to 5 feet	.90	.80	.75	.60
5 to 6 feet	1.25	1.10	1.00	.75
6 to 7 feet	1.50	1.30	1.10	.90

For quantities of 500 or more trees, write to us for special prices, giving varieties and sizes wanted.

JAPANESE PERSIMMONS

TANI-NASHI—The best known and most popular variety in general. Fruit large, early bearer, early ripener and productive.

OKAMI—Fruit good flavor, colored red when ripe, a good keeper, bears heavily in clusters; practically seedless.

Size of Trees	Price Each	Price Each Lots of 10
3 to 4 feet	\$.60	\$.50
4 to 5 feet	.70	.60

PEARS

GARBER—Fruit large, yellow in color with red cheeks, a good keeper, choice variety for the South; ripens in August.

KIEFFER—A well known pear; fruit very large, grows successfully in most sections; trees resist blight, very vigorous, immensely productive; ripens in September.

Size of Trees	Price Each	Price Each Lots of 10	Price Each Lots of 100 and Up
3 to 4 feet	\$.35	\$.30	\$.25
4 to 5 feet	.45	.40	.35

APPLES

RED JUNE—One of the best early apples, red, flesh white and crisp, a good table and market apple.

YELLOW TRANSPARENT—Fruit large, yellow, good quality, tree very hardy and bears young, ripens in June.

JONATHAN—Fruit brilliant red, delicious flavor, one of the surest bearers, tree hardy, a splendid variety for home orchards. Ripens in September.

MAMMOTH BLACK TWIG—Fruit yellow shaded with red, a good bearer and trees very hardy. Ripens September to November.

WINESAP—An old variety, well known, one of the best of keepers, good for home

and commercial orchards. Ripens from September to October.

ARKANSAS BLACK—Fruit dark red, medium size, excellent flavor, ripens in October.

DELICIOUS—Fruit large, dark red, flesh crisp and melting, juicy, highest quality, now taking first place for commercial and home orchards. Ripens in the late fall.

REID DELICIOUS—Large, red with crisp and juicy flesh. The Reid Delicious is a hardy grower.

YELLOW DELICIOUS—Like Delicious and Red Delicious, this apple has the best characteristics of color, size, taste and market value.

Size of Trees	Price Each	Price Each Lots of 10	Price Each Lots of 100 and Up
3 to 4 feet	\$.35	\$.30	\$.25
4 to 5 feet	.45	.40	.35

NECTARINES

DIAMOND JUBILEE NECTARINE—A Combination fruit to make every home orchard complete, the Diamond Jubilee Nectarine ripens in July. This is the apricot cross that looks like a plum, has a small peach seed, apricot meat, and the tastiest flavor of all three.

2 to 3 feet—25c each; 3 to 4 feet—35c each; 4 to 5 feet—50c each

BERRY PLANTS

	Per 25	Per 100	Per 1,000
STRAWBERRIES			
Improved Lady Thompson	\$.30	\$.75	4.00
Improved Klondike	.30	.75	4.00
BLACKBERRIES			
McDonald	1.50	4.00	15.00
Lawton	1.80	5.00	20.00
DEWBERRIES			
Austin	1.50	4.00	15.00
Thornless	2.00	5.00	20.00
BOYSENBERRIES	4.00	10.00	75.00
YOUNGBERRIES	2.00	5.00	20.00

Guarantee

We guarantee our trees to be just as represented and our root system to equal that of any nursery in the world. If upon receipt of trees, you do not find them to be as represented, return them and we will gladly furnish satisfactory trees or refund the purchase price. We do everything in our power to keep our stock pure and true to name. However, we realize that errors are possible. In the event that any nursery stock should prove untrue to name, we hereby agree, upon proper proof, to replace such stock as may prove untrue to name under which it is sold, or to refund purchase price, refunding or replacing to be at our option.

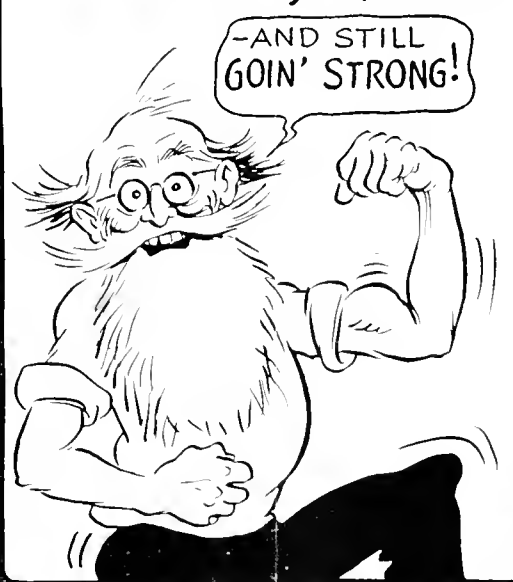
TERMS:

Cash with order, or 25% with order and balance C.O.D.

Arp Nursery Company pays the postage or express. There is no packing charge. Just send the price of the trees.

All orders are promptly acknowledged. Copy of order, for your double-check, will be mailed as an invoice.

35 YEARS OF Nursery Experience



SPECIAL ORCHARD OFFER No. 1

100 Trees Prepaid
\$10.00

All First Class, 2 to 3 feet

PEACHES

10 Mayflower, 10 Arp Beauty, 10 Mamie Ross, 10 Cling, 10 Augberta, 10 Early Elberta, 25 Elberta

PLUMS

5 America, 5 Gold, 5 Six Weeks

SPECIAL ORCHARD OFFER No. 2

1 Stuart Pecan
1 Kieffer Pear
1 Delicious Apple
1 Moonpark Apricot
5 Elberta Peaches
2 Burbank Plums

2 Concord Grapes
2 Texas Wonder Figs
1 Diamond Jubilee Nectarine
4 Radiance Roses
No. 1 Grade

20 trees and plants, all first class, 2 to 3 feet size, Prepaid for only **\$5.25**

(List Price \$6.05)

FIGS

MAGNOLIA—Fruit large, pale violet, flavor excellent; bears on one year stem. The leader for commercial orchards in the Coast Belt Section.

CELESTIAL—Fruit medium size, delicious flavor, a good bearer; one of the best varieties for Texas (North of Coast Section), Oklahoma, Arkansas and similar climates.

TEXAS WONDER—Rapid growing, heavy bearing on first year stem, like Magnolia but claimed to be superior.

Size of Trees	Price Each	Price Each Lots of 10	Price Each Lots of 100 and Up
2 to 3 feet	\$.35	\$.25	\$.20
3 to 4 feet	.50	.35	.25
4 to 5 feet	.60	.45	.35

PEACHES

MAY

MAYFLOWER—(Semi-Cling)—White with red cheek, one of the best early peaches, good shipper. Ripens first of May.

VICTOR—(Semi-Cling)—Well known variety, ripens first of May.

EARLY WHEELER—(Semi-Cling)—Cream with red cheeks, large and handsome, extra fine for commercial purposes. Ripens last of May.

JUNE

ARP BEAUTY—(Semi-Cling)—Yellow with bright blush, highly flavored, ripens first of June.

GOLDEN JUBILEE—(Freestone)—Large, good color and flavor. A fine shipper like Elberta. Heavy bearer.

FAIR BEAUTY—(Semi-Cling)—Large yellow with beautiful red cheek, brings fancy prices on the market, one of the best home and commercial peaches. Ripens about June 15th.

MAMIE ROSS—(Semi-Cling)—Large, white with red cheek, one of the best varieties. Ripens 10th to 15th of June.

HILEY BELLE—(Freestone)—Good size, well colored with red, best of quality, a good shipper and prolific bearer.

SLAPPY—(Freestone)—Yellow, delicious flavor, a fine peach. Ripens 20th of June.

JULY

ELBERTA—(Freestone)—The old, well known variety. Ripens July 5th to 10th.

VIOLA—(Freestone)—Yellow flesh, thick skin, sprightly taste, larger than Elberta. Matures July 15th.

CHINESE CLING—(Cling)—A well known variety, juicy and sweet.

J. H. HALE—(Freestone)—Fruit large, deep golden, excellent flavor. One of the best varieties. Ripens 20th of July.

EVERBEARING—(Freestone)—This peach ripens in three crops; first in July, last crop about September 1st, Indian type; first crop large, second smaller, and third still a size smaller; a very sweet peach. Every one should set a few trees of this variety in their home orchard.

ELBERTA CLING—(Cling)—Large, yellow. Good shipping qualities, like Elberta

AUGUST

GENERAL LEE—(Cling)—Ripens first of August. Good bearer, large, white.

AUGBERTA—(Freestone)—Like the Elberta in size, looks and flavor. A good market peach. Ripens 5th to 10th of August.

MIXON CLING—(Cling)—Large, yellowish white with red cheeks, delicious flavor, a beauty. Ripens first of August.

LEMON CLING—(Cling)—Large, oblong, yellow with red cheeks, flesh yellow.

HEATH CLING—(Cling)—Large, creamy white, flesh firm, ripens last of August.

HENRIETTA—(Cling)—Large, yellow, flesh firm, ripens last of August.

RED INDIAN—(Cling)—Red flesh, the old time Indian peach, ripens in August.

YELLOW INDIAN—(Cling)—Yellow flesh, fine flavor, good for home orchards; ripens in August.

FRANK—Large yellow cling gaining Southern popularity, heavy bearing August peach.

OCTOBER

STENSON OCTOBER—(Cling)—White, a well known variety, latest of our peaches to ripen.

Size of Trees	1 to 25	25 to 100	100	larger quantities for commercial planting, write us for special prices, giving varieties and number of trees wanted
18 to 24 inches	\$.15	\$.12 1/2	\$.10	
2 to 3 feet	.20	.15	.12 1/2	
3 to 4 feet	.25	.20	.17 1/2	
4 to 5 feet	.40	.30	.25	
5 to 7 feet (2-Year-Old)	.50	.40		

PLUMS

MAY

SIX WEEKS—Large, yellow with red, a profitable plum.

JUNE

COMPASS CHERRY—Cross between the cherry and plum, fruit medium size, color reddish yellow.

BRUCE—Ripens early, firm for shipping, large, delicious flavor, good bearer.

RED JUNE—Very red, growing in clusters.

SAPA—A low growing but early bearing new plum; blue skin with wine-colored flesh, best for cooking, survives cold, good market.

OPATA—Large, purple skin with green flesh.

a cross of Sand Cherry and Gold Plum, tasty, bears fruit quickly, very hardy.

JULY

GOLD—Large, yellow with red cheek, a good bearer and one of the best.

AMERICA—Large, yellow with red cheek, tree fast grower, a fine commercial plum.

BURBANK—An old variety, fruit red dotted with yellow, a good bearer.

BOTAN—ABUNDANCE—Flesh yellow, a good shipper, and an abundant bearer.

BLUE DAMSON—Hardy and prolific. Small blue fruit.

AUGUST

WICKSON—Fruit very large, an old variety, very popular.

Size of Trees	Price Each	Price Each	Price Each
	Lots of 1 to 25	25 to 100	100 to 1,000
18 to 24 inches	\$.20	\$.17 1/2	\$.15
2 to 3 feet	.25	.20	.17 1/2
3 to 4 feet	.35	.25	.22 1/2
4 to 5 feet	.50	.40	.30
5 to 7 feet (2-year)	.65	.50	

APRICOTS

MOORPARK—Large, yellow with green flesh. Separates readily from the seed.

ROYAL—Large, hardy golden fruit. Productive.

2 to 3 feet—25c each; 3 to 4 feet—35c each; 4 to 5 feet—50c each

GRAPES

MOORE'S EARLY—Fruit large, black, has good flavor, fine market grape, good for home planting; vine vigorous; ripens in June.

NIAGARA—Fruit large, greenish white, large cluster, good quality, successful in nearly all sections; ripens first of July.

CONCORD—Fruit large, black, the best known of all varieties, one of the best for home or market; ripens in July.

	Each	Lots of 12 to 24	Lots of 25 to 100
1 Year Plants (Well rooted and branched)	\$.20	\$.15	\$.12
2 Year Plants (Well rooted and branched)	.25	.20	.15

ALL POSTAGE AND EXPRESS CHARGES PREPAID

ROSES - - - Plant Your Yard and Garden with Colorful Roses and Add Value to Your Property

RED

Red Radiance—Very much like Pink Radiance, except that blooms are a beautiful red color, both bud and blossom are beautifully formed. Bush very vigorous.

Paul Neyron—A very large, double, light red rose; can often be cut with 3 feet stems; very few side branches. Almost no thorns; a free bloomer.

American Beauty—Popular because of its fragrance, large crimson buds. Free bloomer with healthy stock.

John Russell—Bears large and deep red blooms. Vigorous flower.

Francis Scott Key—Good bloomer, extra large and compact blooms, light crimson, erect and heavy foliage bushes.

Hollywood—Dark red, lasting buds of oblong shape, very fragrant.

Charles K. Douglas—Buds long and tapering. Crimson-Scarlet in color. Healthy bush.

Etoile De France—Excellent for cut flowers, red-crimson blooms shading to cerise. Hardy stems.

Lord Charmout—Crimson-red, good bloomer, vigorous bush.

Margaret McGredy—Orange-scarlet blooms. A vigorous growing bush supporting straight stems.

McGredy's Scarlet—Buds bright scarlet, more fruitful in fall and spring.

E. G. Hill—Beautiful dark red buds, blooms are full to the center, compact, last long time on bush or cut, one of the leaders.

Etoile De Hollande—Brilliant red bloom, attractive free bloomer; one of the best.

Ami Quinard—Crimson, large flowers, a good bloomer throughout the summer months; vigorous plants.

Patience—Bright red buds with a deep orange shading at the base of the petals. Bush a fair grower.

PINK

Pink Radiance—Light silver pink; free bloomer, one of the best plants, upright and vigorous.

Columbia—A very beautiful pink, free bloomer all through the season, plants very hardy.

Dame Edith Helen—One of the best truly pink roses on the market, huge buds, shapely, erect stems, fragrant blossoms.

Pink Cochet—Beautiful blooms, perfect buds, strong plant, constant bloomer.

Willowmere—Yellow center shading to pink petals, constant bloomer, ready grower.

Mrs. Charles Bell—Lovely shell pink (often called Shell Pink Radiance), beautiful buds, bush strong and healthy.

Dainty Bess—Charming single flowers in large clusters of soft mauve-pink with petals of kid-like texture emphasized by a garnet crimson center; a tall growing plant.

J. L. Mock—Flower extra large, varying from bright red from the outside of the petals to silver white inside; a good autumn bloomer.

Mrs. G. A. Van Rossem—Glowing apricot color, shading to yellow. Good foliage, flower large and double, fragrant, excellent bloomer.

Wm. F. Dreer—Flowers shell pink tinted to buff. Good bloomer.

Betty Upchurch—Copper-red buds, fragrant and excellent for cutting. Hardy bush.

Edith Nellie Perkins—Two-toned, composed of salmon-pink in the pointed center shading to copper-red and orange. Free bloomer, few thorns.

Frank W. Dunlop—Free bloomer, large flowers, dark pink in color.

Mme. Butterfly—Fragrant, light pink buds touched with gold at base, hardy bush, long stems.

WHITE

Kaiserin Augusta Viktoria—Pure white, large and double petals, one of the best white roses grown.

White American Beauty—Large buds and pure white flowers. Extra strong growth, long stems, fragrant.

Caledonia—Long, delicate, pure white buds; a very beautiful rose; bushes average growers.

Antoine Riviere—Creamy white tinted with a delicate pink, full and double blooms.

Killarney—Large pointed buds, opening into large and snowy white blooms. Hardy grower.

YELLOW

Luxembourg—Yellow, proving to be one of the best. Long stems, pointed buds. Excellent cut flowers. Upright grower.

Lady Hillingdon—Deep apricot yellow to orange, long pointed buds; a very fine flowering variety and a striking decorative rose; sturdy, spreading growth.

President Hoover—Yellow blending to orange blooms. Buds well formed, petals large and thick, free bloomer.

Padre—Good bloomer, slender plant, scarlet blending to orange and yellow.

Mrs. Lovell Swisher—Salmon pink flushed with gold blooms, one of the largest and strongest growers, large pointed buds.

Talisman—Colorful salmon and golden buds of exquisite shape. Blooms constantly and will produce in most places.

Roslyn—Charming, pointed buds of golden yellow, a remarkable free bloomer.

Autumn—Flowers full double, bright yellow tinted with red. Unusual color, hardy.

Old Beck travels 18,000 MILES A YEAR FOR ARP NURSERY CO.



The Home of Better Rooted Trees

HEDGE PLANTS

There is nothing that will improve the looks of your home as much as a well kept hedge set in the background or on a drive or walkway. The cost is small. Hedge Plants should be set 12 to 24 inches.

AMOUR RIVER PRIVET—(South)—Most popular and best hedge for the Southwest. Beautiful evergreen, dense in growth, dark, very compact, establishes a good hedge in one year. Beautiful and permits shearing to any height or shape.

Size of Plants	Price Each	Price Each	Price Each
	Lots of 10 to 24	25 to 99	100 and Up
18 to 24 inches	\$.07	\$.06	\$.05
2 to 3 feet	.09	.08	.07
3 to 4 feet	.10	.09	.08
4 to 5 feet	.12	.11	.10

ARP NURSERY CO.

P. O. BOX 867
TYLER, TEXAS

"The Home of Better Rooted Trees"

